

Claims

1. A laundry additive composition comprising one or more perfume components in slow release form and wherein the release kinetics are controlled so as to provide a fabric delivery index for dry versus wet fabrics of at least 0.3.
2. A composition according to Claim 1, wherein the one or more perfume components has a fabric delivery index of at least 0.5.
3. A composition according to Claim 1 additionally comprising at least one other perfume component of a different composition and olfactory character having a fabric delivery index for dry versus wet fabrics of less than 0.1.
4. A composition according to Claim 1, wherein the perfume component is encapsulated with a water-soluble or dispersible encapsulating agent.
5. A composition according to Claim 1, wherein the perfume component is absorbed on a porous carrier material.
6. A laundry detergent composition comprising the laundry additive composition of Claim 1.
7. A laundry detergent composition according to Claim 6 comprising from 0 wt% to 26 wt% phosphate.
8. A process for preparing a solid perfume particle suitable for use in laundering, the process comprises the steps of:
 - a) contacting a perfume component with a porous carrier material, to form a perfume-loaded material; and
 - b) contacting the perfume-loaded material with an aqueous solution or dispersion of encapsulating material, to form an intermediate mixture; and
 - c) drying of the intermediate mixture to form a perfume particle,wherein, the perfume-loaded material is in contact with the aqueous solution or dispersion of encapsulating material for a period of time of less than 120 minutes prior to drying.

9. A process according to Claim 8, wherein, in step (b), the perfume-loaded material is in contact with the aqueous solution or dispersion of encapsulating material for a period of time of less than 30 minutes.
10. A process according to Claim 8, wherein step (b) is carried out at a temperature of less than 50°C.
11. A process according to Claim 8, wherein, step (b) occurs in a low shear mixer.
12. A process according to Claim 8, wherein, in step (c), the perfume-loaded material is spray dried in a spray-drying tower, and wherein further, the difference in temperature between the inlet air temperature and the outlet air temperature in the spray-drying tower is less than 100°C, preferably less than 80°C.
13. A perfume particle obtainable by the process of Claim 8, wherein the particle has release kinetics such that it provides a fabric delivery index of at least 0.3.
14. A laundry composition comprising a particle according to Claim 13.
15. A method of perfuming a fabric, comprising the step of contacting a composition according to Claim 1, with a fabric.
16. A method of perfuming a fabric, comprising the step of contacting a perfume particle according to any of Claim 4, with a fabric.
17. A method of perfuming a fabric, comprising the step of contacting a composition according to Claim 14, with a fabric.
18. A method of perfuming a fabric, comprising the step of contacting a perfume particle according to any of Claim 13, with a fabric.
19. A composition according to Claim 5, wherein said porous carrier material is an aluminosilicate.